

# United Way of Racine County Equity Innovation Fund

## Description, Application Questions and Reporting Requirements

### February 2024



United Way  
of Racine County

### Fund Description

United Way of Racine County's Equity Innovation Fund supports projects, programs and solutions that use innovative strategies to reduce disparities, improve outcomes and empower members of historically marginalized populations. This is a competitive fund, and requests that meet requirements are not guaranteed funding. United Way of Racine County reserves the right to adjust the fund structure at any time. The United Way of Racine County (UWRC) Equity Innovation Fund is made possible through the generosity of MacKenzie Scott and through support from Racine County.

### Key terms

*Equity, innovation and historically marginalized population* are key terms related to this funding opportunity. The definitions used for these terms for the purpose of this fund are as follows:

Equity creates conditions that allow all to reach their full potential. It is just and fair inclusion. Equity is not equality.

Innovation makes changes in something established, especially by introducing new methods, ideas and products. Innovation requires knowledge, ingenuity and focus. It is newness—or renewal—and improvement. Innovation is not invention.

Historically marginalized populations are individuals, groups, and communities that have historically and systematically been—and continue to be—denied access to services, resources and power relationships across economic, political, and cultural dimensions as a result of systemic, durable, and persistent racism, discrimination and other forms of oppression. Historically marginalized populations are disproportionately affected by inequities.

Historically marginalized populations are often identified based on their race, ethnicity, socio-economic status, geography, religion, language, sexual identity, and disability status, and include members of the following groups/communities:

- African American/Black
- Indigenous
- Immigrant or refugee
- Latinx/Hispanic
- LGBTQIA+
- Individuals with cognitive or physical differences
- People of color
- Veterans
- Women
- Seniors

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**Fund Eligibility**

The following types of entities are eligible to apply for Equity Innovation funds:

- **Grassroots Organization:** A community-based organization or organized group of individuals that has identified a specific issue/problem and is working collectively towards a solution. Applicants in this category must demonstrate nonprofit status or have a nonprofit fiscal agent.
- **Social Entrepreneur or Innovator:** An individual, company or aspiring nonprofit with a novel solution to a social problem. Applicants in this category must have a nonprofit fiscal agent.
- **501(c)(3) or 170 Organizations**
  - **501(c)(3) Organization** - Section 501(c)(3) is a portion of the U.S. Internal Revenue Code (IRC) and a specific tax category for nonprofit organizations. Organizations must be registered with the IRS as a Section 501(c)(3) nonprofit.
  - **170 Organization** - An organization which is allowed to receive charitable contributions under Section 170(b)(1)(A). These include:
    - Churches and church associations
    - Educational institutions
    - Hospitals and medical research facilities
    - Other public institutions which receive a substantial amount of their funding from federal, state or local government.

To be eligible to apply for funds, organizations (or their fiscal agents, if applicable) must meet all of the following criteria:

- The proposed project/program/solution serves residents of Racine County, WI. If the organization serves residents of other geographic locations, it must be able to clearly demonstrate the service to and impact on Racine County residents.
- Able to provide detailed, board-approved budgets and financial reports, including an audit or audited financial statements as required by State of Wisconsin Statute 202.12 (1)(b). See Appendix A for further information.
- Able to serve as own fiscal agent or have a written agreement with an established 501(c)(3) or 170 organization that will serve as fiscal agent for the proposed program.
- Has been legally incorporated for at least six months.
- Is tax exempt as described in section 501(c)(3) of the Internal Revenue Code or allowed to receive charitable contributions under Section 170(b)(1)(A), or is partnered with a fiscal agent that meets all eligibility requirements.
- Is governed by a voluntary board of directors, which is aware of and has approved the application for funding through the Equity Innovation Fund.

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- Maintains a policy of non-discrimination and equal opportunity, and complies with the Americans with Disabilities Act.
- Is in compliance with all community investment policies and procedures and funding agreement stipulations if currently receiving other funds from United Way of Racine County.
- Is able to attest to and maintain compliance with the USA PATRIOT Act.

**Application Process and Fund Timeline**

The Equity Innovation Fund grant application opened January 2022 and will continue to accept funding requests until further notice. Proposals will be reviewed and approved quarterly. Application due dates are the following:

- March 15
- June 15
- September 15
- December 15

Application review and approval will take place the following months:

- April
- July
- October
- January

All potential applicants are required to meet with UWRC staff prior to applying. The meeting must be scheduled through the link at [www.UnitedWayRacine.org/EIF](http://www.UnitedWayRacine.org/EIF). Following the meeting, the application link will be provided to the potential applicant. All applications must be submitted online according to the instructions provided. Applications submitted via other means will not be accepted or reviewed.

Requests will be reviewed by the Equity Innovation Committee (EIC) and United Way staff and approved by the United Way board. Notification of funding will be issued by the 15<sup>th</sup> of the month following application review and approval. Project/program activities must begin within 90 days of funding notification. Funds must be expended within one year of funding notification. Grantees will be required to provide quarterly updates to UWRC on program/project progress and to submit an end-of-funding report within 60 days of the project/program completion.

Some or all of the grant award may be federal funds. All grant funds are disbursed by the Racine Community Foundation. The applicant organization is responsible for

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understanding and managing implications of receiving funding, including future audit requirements.

### **Application Review**

The review process is conducted by the Equity Innovation Committee, United Way staff and United Way board members. If an EIC member's organization applies for equity innovation fund dollars, that EIC member will disclose their conflict of interest and will refrain from voting on that proposal during that funding review. Incomplete applications, applications that do not meet the eligibility requirements, and applications with misalignment between the request narrative and request budget will not be considered for funding. Demonstration of timely compliance with requirements for other United Way funds will be considered when reviewing requests for the Equity Innovation Fund.

The president and CEO is responsible for monitoring expenditures from the Equity Innovation Fund and reporting them in the monthly financial reports to the board.

All requests are reviewed and monitored by EIC. Expenditures from the UWRC Equity Innovation Fund shall be approved as follows:

- Requests up to \$10,000 are approved by the president, the United Way board chair, and EIC.
- Requests for more than \$10,000 are approved by EIC and either the United Way executive committee or board of directors.

### **Non-allowable Expenses**

- Funds cannot be used to cover expenses incurred prior to funding notification.
- Funds cannot be used to supplant existing budgeted items (e.g. existing organization dollars for the proposed program/project cannot be displaced by United Way of Racine County Equity Innovation Fund dollars and reallocated for other organizational expenses).

### **Request Guidelines**

- The minimum amount for Equity Innovation fund requests is \$5,000. The maximum amount for Equity Innovation fund requests is \$75,000. We anticipate most awards will be \$50,000 or below. Grant awards will never exceed the amount requested; award amounts may be less than accepted.
- Projects/programs/solutions that rely heavily on partnership with other organizations/institutions must provide a letter of support from each partner organization stating their willingness to partner with the grantee if funds are

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- awarded. If you are unsure if a letter of support is required for your proposal, contact United Way staff.
- Organizations may submit one Equity Innovation fund request per year. Subsequent requests will not be considered if the work funded by the organization's initial request is still in progress, or if the organization failed to meet the funding and reporting requirements of its initial request. This includes situations in which the organization is serving as a fiscal agent for a current active grantee.
  - Funding is available until the available Equity Innovation funds are exhausted.
  - Requests for a second year of funding will be allowed by invitation only and are dependent on the results of the first grant, and the balance of the Equity Innovation Fund. No grantee is guaranteed an invitation to apply for a second year of funding. Applicants that are invited to apply are not guaranteed a second year of funding. Funding priority will be given to first-time applicants.
  - Fifty percent of the grant award will be released upon execution of an MOU between United Way of Racine County, the grantee organization and their fiscal agent (if applicable). The MOU will include the project/program scope and the responsibilities and expectations of the participating entities. Remaining funds will be released according to the MOU and documentation of positive progress towards project/program implementation.
  - Unused funds and funds that are not used according to the approved project/program plan must be returned to United Way of Racine County.
  - Submission of a request that meets the fund requirements does not guarantee funding.
  - UWRC reserves the right to change the focus of the fund at any time.

**Equity Innovation Fund Priorities**

**The Equity Innovation fund supports projects, programs and solutions that use innovative strategies to reduce disparities, improve outcomes and empower members of historically marginalized populations.**

Applicants must be able to clearly define:

- The population served
- The disparity(ies) addressed
- What makes the project/program innovative
- The definition of success for the project/program
- The measurable and reportable outputs and outcome for the project/program
- The impact created through the funding

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Projects/programs should address one or more of the following areas:

- Early childhood and kindergarten readiness
- K-12 academic and/or social emotional success
- Individual independence
- Individual and/or family stability

**Budget Requirements**

- Applications with misalignment between the request narrative and request budget will not be considered for funding.
- All fund requests are required to submit a complete and detailed budget and budget narrative.
  - Budget details should include quantities, unit costs and calculations.
- If the total budget for the project exceeds the amount requested from UWRC, there must be clear documentation of already-secured additional funding sources to cover the difference.
- Projects/programs funded through the Equity Innovation Fund may not request funding from Racine County for the same body of work during the Equity Innovation Fund grant period.

**Application Questions**

Following submission of the application form via the United Way of Racine County website, the individual listed as the Primary Contact on the application will receive an auto-generated confirmation email. The Primary Contact must immediately respond to that email with the following attachments required of all applicants:

- Proof of IRS determination of 501(c)3 or 170 status (for applicant organization or their fiscal agent, if applicable)
- Completed United Way of Racine County Equity Innovation Fund Budget Template
- Letter(s) of support from partner organizations (if applicable)

In addition, requests for \$10,000 and above must provide the following:

- Board roster, including board member names, affiliations and board roles (for applicant organization or their fiscal agent, if applicable)
- Organizational budget (for applicant organization or their fiscal agent, if applicable)
- An audit or audited financial statements as required by the State of Wisconsin Statute 202.12 (1)(b) (for applicant organization or their fiscal agent, if applicable)  
See Appendix A for more information.

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Failure to submit the required attachments will render the application ineligible for review.

**Eligibility screening**

Are you currently a funded partner of United Way of Racine County, receiving allocations?

- If yes, the form jumps to the organization information and questions.
- If no, the form jumps to eligibility screening.

Eligibility screening questions – These questions apply to the applicant organization, or their fiscal agent, if applicable.

At any point, if eligibility screening fails, the form states: *Based on the information provided, your organization is not eligible to apply for funding.*

- Does your organization serve residents of Racine County, WI?
- Is your organization able to provide detailed financial reports and board-approved budgets?
- Has your organization been legally incorporated for at least six months?
- Is your organization tax exempt as described in section 501(c)(3) OR allowed to receive charitable contributions under Section 170(b)(1)(A) of the Internal Revenue Code?
- Are you able to provide an audit or audited financial statements as required by the State of Wisconsin Statue 202.12 (1)(b)?
- Is your organization governed by a local voluntary board of directors?
- Has this board approved this application for funding?
- Does your organization maintain a policy of non-discrimination and equal opportunity, and comply with the Americans with Disabilities Act?
- Can your organization attest to abiding to the Patriot Act Anti-Terrorism Compliance requirements?

**Applicant organization information**

- Executive director/CEO name, title, email address, phone
- Organization legal name, organization name as you'd like it to appear in print, website address, phone, address, city, state, zip code
- Primary contact name, title and email address
- Year incorporated
- Organization mission statement
- Organization logo (if one exists)
- Organization social media handles (if available)

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- Facebook
- Instagram
- LinkedIn
- X (Twitter)
- TikTok
- Board president name and email address

**Fiscal agent information**

- Do you have a fiscal agent?
  - If yes, the following information is required.
    - Fiscal agent legal name, IRS EIN number, executive director/CEO name, title, email address, phone number, website address, phone number, address, city, state, zip.
  - If no, IRS EIN number.
- All organizations/fiscal agents must provide proof of IRS determination of 501(c)3 or 170 status.

**Application questions**

- Name of project/program.
- Name of project/program as you'd like it to appear in print.
- Logo or project/program (if available)
- Dollar amount requested. \*This amount must match the amount requested from United Way on the budget template.
- Which of the following areas does this project/program address?
  - Early childhood and kindergarten readiness
  - K-12 academic and/or social emotional success
  - Individual independence
  - Individual and/or family stability

**Narrative: Organization**

- Provide a brief history of your group/organization.
  - What motivates your team to do this work?
  - How and why did you get started?
- Provide an overview of your group/organization's mission and services.
- Describe the demographics of your staff/volunteers and board. What measures do you have in place to ensure that your staff and board aligns with the overall diversity of Racine County?

**Narrative: Project/Program**



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- What specific need or issue is your program/project designed to address? What is the specific disparity that you plan to address? Cite local data to demonstrate your case for need.
- Describe the program/project. What services do you plan to provide and how will they address this need?
- What makes this program/project innovative? Innovation makes changes in something established, especially by introducing new methods, ideas and products. Innovation requires knowledge, ingenuity and focus. It is newness—or renewal—and improvement. Innovation is not invention.
- What community partners (i.e. churches, neighborhood groups, businesses, nonprofits, schools) will help you provide the services proposed? Specify whether this is a new or existing partnership and what each partner will be providing for the project.
- What is the timeline for your program/project? What are the major milestones you plan to achieve, and by when?
- What specifically will you spend United Way funding on? Outline all major budget items, including costs.

**Narrative: Population Served**

- Estimate the number of individuals you plan to serve with United Way funding.
- Who is the marginalized population(s) that will be served by this program/project? You may select more than one, but be specific. Who is the primary target of this work?
  - African American/Black
  - Indigenous
  - Immigrant or refugee
  - Latinx/Hispanic
  - LGBTQIA+
  - People of color
  - Veterans
  - Women
  - Individuals with cognitive or physical differences
  - Other not listed
- Describe the target community (the specific marginalized population) for this program/project in more detail. *Historically marginalized populations are individuals, groups, and communities that have historically and systematically been—and continue to be—denied access to services, resources and power relationships across economic, political, and cultural dimensions as a result of systemic, durable, and persistent racism, discrimination and other forms of*

*oppression. Historically marginalized populations are disproportionately affected by inequities.*

- Describe how you will identify clients/participants for your project/program services.
- How will your services support an increase of equity, reduction in disparities, and/or inclusion for that specific marginalized group in Racine County? *Equity creates conditions that allow all to reach their full potential. It is just and fair inclusion. Equity is not equality.*

#### Narrative: Outcomes and Impact

- How do you envision a participant will be impacted by this project/program?
- What are the outcomes, indicators and measurement tools you will use to measure the impact of this project/program? *Outcomes are measurable changes that indicate achievement of a project/program. They take time to achieve and are usually intangible. Examples include a change in behavior, a change in knowledge, etc.*
  - *Please list 2-3 anticipated outcomes with at least 2 indicators for each.*
  - *An indicator is data point that demonstrates progress towards achieving an outcome.*
  - *Example*
    - *Outcome 1: Participants will be more equipped to X.*
      - *Indicator 1: 90% of participants will report X.*
        - *Measurement tool 1: Participant survey conducted at the end of six-week session.*
      - *Indicator 2: 85% of participants will achieve X.*
        - *Measurement tool 2: Score of 80% or higher on certification test.*
- What project/program outputs will you track and report? *Outputs are typically countable, tangible things that are linked to program/project activities.*
  - *Examples*
    - *Number of sessions*
    - *Number of participants in attendance*
    - *Number of hours*
- What is the definition of success for a participant/client served by this project/program?
- What successes have been achieved already, if any?
- How will you demonstrate the impact of your services on the disparity(ies) at the end of the grant period?

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- Is there any additional information you would like the review committee to consider?

#### Budget and Terms

- Budget: Upload a complete and detailed Equity Innovation fund budget that includes quantities, unit costs and calculations. The budget template is available at [www.UnitedWayRacine.org/EIF](http://www.UnitedWayRacine.org/EIF). Other budget formats will not be required.
- Agree to terms: *All applicants must read, agree to sign, and meet all provisions of the funded agreement and standards including compliance requirements. If organization is currently funded by UWRC, they must be in compliance with all policies and procedures at the time of submitting appropriate requests. An end-of-project report is required of all awarded requests.*
- Agree to terms: *I hereby certify on behalf of the organization named in this application that all United Way funds and donations will be used in compliance with all applicable anti-terrorist financing and asset control laws, statues, and executive orders.*
  - Type name and title.

#### Reporting requirements

All grantees will be assigned a UWRC staff member and/or volunteer who will serve as a coach, advocate and accountability partner. This individual will understand the fund requirements and will support grantees in successfully navigating project/program delivery, measurement and impact reporting. Grantees are required to meet with this person at least quarterly for the duration of the funding period. During the meetings, grantees will provide UWRC representatives with a status update on the project/program, an overview of successes and struggles to date, and any additional information pertinent to the project/program. The goal of these meetings is to provide ongoing support and assistance to grantees as they navigate implementation of their project/program using United Way Equity Innovation funds.

Grantees are required to track and report as much accurate demographic information for project/program beneficiaries as possible. See Appendix B for more information.

Grantees are required to submit quarterly progress reports and a final report within 60 days of the completion of the project at [UnitedWayRacine.org/EIF](http://UnitedWayRacine.org/EIF). Additional reporting requirements may be stipulated in funding agreement. Late and/or incomplete reports will negatively impact the organization's eligibility for future United Way of Racine County funding. Information included in the reports will be shared with United Way staff,

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board and community investment volunteers and may also be included in United Way reports, media and publications, including an impact report to MacKenzie Scott.

Final report questions include but are not limited to the following questions.

- Organization name
- Executive director/CEO name
- Name and email address of person completing report
- Name of the project/program for which your organization received funding
- How many people were served by your project/program?
- Describe any deviance from proposed activities to actual activities.
- What was innovative about your project/program?
- What is the definition of success for a participant/client served by this project/program?
- How did you measure success? Why did you choose this method? Was the measurement method appropriate?
- Using your definition of success, describe the impact the funding had on your clients/participants and/or community.
- What's next for the project/program?
- Provide a photo(s) (with media release) that demonstrates the impact of the grant.
- Provide a 2-3 sentence statement of impact that can be used as a stand-alone quote. Include the name and title of the person quoted.
- Provide links to any social media posts, media releases, marketing collateral, etc. related to the project funded.
- Is there any additional information you would like to report?
- A financial report that documents grant fund expenditures.

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**Appendix A.**

The audit requirement varies based on an organization's annual revenue, according to Wisconsin State Statute 202.12(1)(b). Investment gains and losses are excluded from the revenue calculation.

- Those organizations between \$300,000 to \$500,000 in revenue in a fiscal year are required to submit a financial statement review from a Certified Public Accountant (CPA) who is not affiliated with the organization in place of a financial statement audit.
- Those organizations with more than \$500,000 in revenue are required to submit a financial statement audit from a Certified Public Accountant (CPA) who is not affiliated with the organization.

If the applicant organization (or their fiscal agent) has less than \$300,000 in revenue in a fiscal year, submitting internally or otherwise generated statements of financial position and activities is acceptable.

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**Appendix B.**

Grantees are required to track and report as much of the following demographic information as possible. Contact Katie Tuttle ([ktuttle@unitedwayracine.org](mailto:ktuttle@unitedwayracine.org)) if you have questions or need assistance creating tracking processes.

**Instructions**

- For each demographic category, enter the number of participants. Do not leave any fields blank.
- Enter 0 when appropriate.
- The sum of each demographic category should equal the total number of unduplicated participants.
- Declined to share = You made an attempt to collect this information and the participant actively chose not to respond.
- Unknown = You could not collect this information.
- If you have unknown demographic data, include an explanation in the "Additional participant demographic information" box at the end of the demographic section.

**Participant demographics**

- Briefly describe who is included in the group of participants whose demographics are included in this report. (Who is part of your data set?)
- Total number of unduplicated participants.
- Participant zip code
  - 53108
  - 53105
  - 53126
  - 53139
  - 53177
  - 53167
  - 53402
  - 53182
  - 53403
  - 53185
  - 53404
  - Declined to share zip code
  - 53405
  - Unknown zip code
  - 53406
- Participant age
  - 0-5 years old
  - 65+ years old
  - 6-17 years old
  - Declined to share age
  - 18-44 years old
  - Unknown age
  - 45-64 years old
- Participant race
  - African American/Black
  - White
  - American Indian and Alaskan Native
  - Two or more races
  - Asian
  - Other race not listed
  - Native Hawaiian and other Pacific Islander
  - Declined to share race
  - Unknown race

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- Participant ethnicity
  - Hispanic or Latino
  - Not Hispanic or Latino
  - Other ethnicity not listed
  - Declined to share ethnicity
  - Unknown ethnicity
- Participant gender
  - Male
  - Female
  - Transgender
  - Nonbinary
  - Other gender not listed
  - Declined to share gender
  - Unknown gender
- Participant economic status
  - Extremely low-income
  - Very low-income
  - Low-income
  - Other
  - Declined to share income
  - Unknown income

Use the following information to determine participant economic status. Income levels are based on 2022 Poverty Guidelines for the 48 Contiguous States and the District of Columbia, Federal Register document 87 FR 3315.

HOUSEHOLD ANNUAL INCOME	Extremely low-income	Very low-income	Low-income	Other
<b>Household Size:</b>	Less than 100% of poverty	Less than 185% of poverty (Qualifies for Free and Reduced-Price Lunch (FRPL))	Less than 250% of poverty	Over 250% of poverty
1	\$13,590	\$13,591-\$25,141	\$25,142-\$33,974	\$33,975+
2	\$18,310	\$18,311-\$33,874	\$33,875-\$45,774	\$45,775+
3	\$23,030	\$23,031-\$42,605	\$42,606-\$57,574	\$57,575
4	\$27,750	\$27,751-\$51,337	\$51,338-\$69,374	\$69,375
5	\$32,470	\$32,471-\$60,069	\$60,070-\$81,174	\$81,175+
6	\$37,190	\$37,191-\$68,801	\$68,802-\$92,974	\$92,975+
7	\$41,910	\$41,911-\$77,533	\$77,534-\$104,774	\$104,775
8	\$46,630	\$46,631-\$86,265	\$86,266-\$116,574	\$116,575+